

Intellectual Capital

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One of the biggest misdoings we bring into a free-flowing idea process is the consideration of finances. Of course, money is important – but it is not the *alpha and omega* of our success journey. The fact remains that a lot of times there is little you can do about the money you do not have. Hence, focusing solely on finances shut your thinking down.

While there is little you may be able to do about your needed financial capital there is a lot you will be able to do about other forms of capital. One capital you can have



unlimited supply of is intellectual capital. Some people claim that ignorance is bliss but the fact

remains that to not know is to be limited. A maxim goes: “If you think education is expensive try ignorance.” Indeed ignorance is expensive and its exorbitant price is clearly experienced in developing countries that pay little attention in educating their fast growing young population. Your intellectual capital will set you apart from a world of lay men. Maya Angelou aptly put it this way: *When you know better you do better.*

Intellectual capital is transferred through various ways. The first, and most natural, is the seamless transfer from one generation to another. Life on its own is a school and those that go through it have lessons to teach those coming after them. Do not be so haughty as to say you have no need for “old” folks’ knowledge. By doing this many have traded their potentially great tomorrows for mediocre today’s. Depending only on the wisdom of your generation makes you produce repeatedly poor results.

Second, an ocean of intellectual capital is found in books. Are you reading a book at the moment? Why not? Good books are researched for, written, and rewritten over years. When you purchase a book and read through it you are getting in a matter of minutes what took the author years to write.

Finally, you can increase your intellectual capital through readily available media resources. From eBooks, through the internet all the way to audio books, we have myriad options to know more and be more. Why not take advantage of them?

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